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News Release ~ Communiqué

Government Issues Directions to CRTC on Direct-to Home Satellite Broadcasting

OTTAWA, July 7, 1995 The Honourable Michel Dupuy, Minister of Canadian Heritage, and the Honourable John Manley, Minister of Industry, announced today that the Governor-in-Council has issued final Orders directing the Canadian Radio-television and Telecommunications Commission (CRTC) to implement the Government's policy on licensing of competitive direct-to-home (DTH) satellite distribution undertakings and DTH pay-per-view television programming undertakings.

The CRTC has been asked to complete the licensing process by November 1, 1995. Until the licensing process is complete, the Exemption Order issued by the CRTC on Aug. 30, 1994, will remain in effect.

The Orders were developed following public consultations and recommendations made by the DTH Policy Review Panel and submissions received from committees of the Senate and the House of Commons. The Orders will achieve the Government's objectives of encouraging competition, promoting Canadian programming, and providing consumers with greater choice in the multi-channel universe. The Orders, attached, will also be printed in the July 26, Canada Gazette (Part Two).

"The Orders issued today promote the fundamental objectives of the Broadcasting Act," said Mr. Dupuy. "They require financial contributions for Canadian production, protect a distinct Canadian market for pay-per-view film distribution, and ensure Canadian ownership and content. Canadian voices and images will be front and centre on DTH satellite signals."

Industry Minister Manley stressed that rapid action is needed to ensure competition and choice for consumers. "The Orders issued today will mean that the licensing of Canadian direct-to-home services will take place in a dynamic and competitive environment. Canadian consumers are the real winners here. They will soon be able to access a wider range of programming choices."

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